

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Thursday, February 18, 2010
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.
Minutes**

Present: Tom Birkenholz, Ashley Fraser, Jim Hintz, Bruce John, Joe Muro, Kristin Schwab, and Ginny Walton

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Kathleen Paterson called the meeting to order at 5:05 pm.

The Committee members introduced themselves.

2. Public comment

There was no public comment.

3. Date and Time of the Festival

After some discussion, the Committee agreed by general consensus that the *Festival on the Green* will be Sunday, September 12 from noon to 5:00 pm.

4. Music

Bruce John said his impression from the Committee was that the preference seemed to be for a good dance band. He suggested some bands that he thought fit the Committee's preferences.

Kristin Schwab asked about including local bands.

Mr. John replied that he liked the "Local Talent Showcase" from 2009, and he would like to do that again. He expressed concern that, as a headlining act, a local band would not have the same draw as a bigger name.

Mr. Hintz suggested looking into whether there is a popular college band that would be appropriate.

Ms. Paterson asked Mr. John to ask around and bring some suggestions (with prices) for the Committee to consider at the next meeting.

Mr. Hintz will inquire about a college band.

5. Committee chairs/leaders

Ms. Paterson noted that there were a couple chair positions open, including Children's and Volunteers. She asked the Committee for suggestions of people who may be interested.

Mr. Hintz wondered whether the chairs were needed as the positions had been vacant for a while.

Ms. Paterson said she thought that there was still a need for someone to assist with organizing the volunteers but agreed that the children's activities are well-covered.

Joe Muro suggested that Ms. Paterson work with someone at the high school to coordinate volunteers.

Ms. Paterson reviewed past outreach efforts with the high school.

Ms. Schwab and Tom Birkenholz suggested individuals they thought would be willing and able to serve on the committee. **They will invite those individuals to join the Committee.**

Ms. Paterson will post information on the Partnership website and in the monthly update about volunteering for the *Festival*.

Mr. Birkenholz suggested that the wording of the post indicate that serving on the Committee involves working on the event for several months and taking a leadership role.

6. Celebrate Mansfield Weekend

Ms. Paterson reviewed the events from 2009. She suggested that the Parks and Recreation event on Saturday be changed from the kayak trials at River Park to a guided tour at the Moss Sanctuary, which is closer to the future Storrs Center.

Ginny Walton and others supported the Moss Sanctuary idea.

Ms. Paterson will contact Curt Vincente and Jennifer Kaufman to discuss the idea [DONE – Mr. Vincente and Ms. Kaufman supported the idea].

Mr. Muro expressed concern about losing the identity of the Partnership if there are too many events.

Mr. Hintz suggested looking at what events might already be scheduled during the weekend.

Ms. Schwab commented that the events should all be centered around the downtown area to get people thinking of going to Storrs Center.

Ms. Paterson will look at the high school and Jorgensen fall schedules. She noted that she would like to include events that will appeal to new people.

Mr. Muro reiterated his concerns regarding losing the focus of the *Festival* and the Partnership.

7. Adjourn

The meeting adjourned at 6:25 pm.

Minutes prepared by Kathleen M. Paterson